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**Parliament Sitting Date:** 7 August 2025

**Written Question No.:** 108/2025

**Question:** Hon. Ratu Josaia Niudamu to ask the Deputy Prime Minister and Minister for Tourism and Civil Aviation – Can the Deputy Prime Minister provide Parliament an analytical data on the digital marketing campaigns executed by Tourism Fiji, including website traffic, social media reach, and lead conversions over the past 12 months.

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## 1.0 INTRODUCTION

- 1.1 Over the past year, Tourism Fiji has achieved significant progress in leveraging digital marketing to enhance destination awareness, attract highly probable visitors, and stimulate commerce for our local businesses.
- 1.2 Tracking **website traffic**, **social media reach**, and **lead conversions** is critical in **destination marketing** for several strategic reasons. These are measured as follows:

Metric	Insight Provided	Action Enabled
<b>Website Traffic</b>	High interest in a blog about eco-tourism	Create more content around sustainability
<b>Social Media Reach</b>	Big audience in Korea, low in Canada	Launch Canadian-targeted ads or influencer collabs
<b>Lead Conversions</b>	Many brochure downloads, few bookings	Improve booking links, add promotions

## 2.0 WEBSITE TRAFFIC

2.1 Tourism Fiji's website is crucial for converting potential travelers, and its performance results are detailed below:

### Website Performance Metrics

Metric	FY2023/24	FY2024/25	Growth %
Website Traffic (visits)	4.85 million	15.15 million	211%
Leads to Operators	21,587	49,736	130%
Page Views	6.3 million	19.5 million	207.97%
Unique Visitors	3.04 million	8.61 million	189.25%

2.2 Fiji's global reach and engagement are expanding, as evidenced by these growth figures. Although session times are shorter—a trend consistent with global mobile browsing habits—the quantity and quality of traffic to our platforms have never been better.

### 2.3 Key drivers of this performance include:

- **Targeted Digital Campaigns:** Strategic advertising across platforms like Meta (Facebook, Instagram), Google Ads, and TikTok effectively engaged travelers at opportune moments
- **Enhanced Content Strategy:** A focus on fresh, relevant, and engaging content successfully positioned Fiji as a highly desirable destination.
- **Expanded Global Presence:** Increased visibility on digital and social media platforms significantly boosted Fiji's international engagement.

2.4 These achievements reflect how our digital efforts are enhancing traveller experience, increasing product demand, and producing tangible results for our tourism industry. These strategic investments in digital marketing have yielded significant returns, enhancing Fiji's global destination profile.

## 3.0 SOCIAL MEDIA AND CONTENT REACH

3.1 Tourism Fiji's social media presence has surpassed 1.08 million followers across major platforms:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter (X)
- YouTube
- Pinterest
- Threads

- 3.2 These platforms are vital for travellers in the dreaming and planning stages, offering visual and narrative inspiration about Fiji. Growth in social media following confirms increasing global interest in Fiji and the resonance of our content.
- 3.3 Tourism Fiji's strategy leverages captivating imagery and authentic storytelling that highlights Fiji's natural beauty and culture. This organic growth is amplified through targeted digital campaigns that support travel planning and decision-making.

#### Digital Advertising Impact

Platform	Reach/Impressions	Clicks
Meta (Facebook/Instagram)	11.4 million reach / 39 million impressions	1.35 million
Google Ads	1 billion impressions	16.3million

#### 4.0 CONCLUSION

- 4.1 These outcomes highlight Fiji's strategic transition towards performance-based marketing. The utilization of data to inform campaigns not only enhances awareness but also directly links prospective travelers to Fiji's tourism offerings. This approach has yielded a greater volume of qualified leads, increased engagement, and fostered sustainable growth within the tourism sector.
- 4.2 In summary, Tourism Fiji's digital marketing strategy is effectively positioning Fiji as a premier destination, while simultaneously empowering local businesses and bolstering the national economy.